



December 12, 2014

To: Executive Board

Subject: **Transit Store Report**

Recommendation

Receive and file the Transit Store Report.

Analysis

Pass Sales (Attachments A & B): Net sales for September and October 2014 totaled \$992,036. The Pass Sales figure represents an increase of two percent from the sales during the same period of FY 2013/14. The increase primarily consists of an increase in sales of adult local and senior and disabled passes.

Attachment A provides a graphic representation of the two-month sales figures by store. Attachment B provides a graphic representation of the two-month sales figures by product type. Sales by Transit Store are also summarized in the table below.

Location	September 2014	October 2014	FY 2014/15 year to date
El Monte	\$129,953	\$143,081	\$495,061
Pomona	\$97,075	\$101,371	\$373,562
Puente Hills	\$112,738	\$101,720	\$412,816
West Covina	\$77,321	\$73,434	\$282,485
Claremont	\$47,286	\$47,502	\$184,327
Online Sales	\$32,697	\$27,858	\$115,668
Total	\$497,069	\$494,966	\$1,863,918

Phone Activity (Attachments C & D): During September and October a total of 61,192 phone calls came through the toll-free customer service line. Customer Service Representatives (CSRs) answered 92 percent of incoming phone calls with an average time to answer of 27 seconds. The average handling time of a call was one minute and 44 seconds. Compared to last year, this was a 28 percent increase in total number of calls received and a 38 percent increase in total number of calls answered. This improvement may be attributed to the recent focus that Transdev, the Transit Store contractor, has placed on call center management, as well as the installation of a new phone system.



Customer call handling					
Month	% of calls answered	Calls received	Calls answered	Average time to answer	Average handling time
September 2014	93.6%	30,410	28,468,	0:31	1:34
October 2014	92.1%	31,782	29,287	0:24	1:43
Total	92.8%	61,192	50,742	0:28	1:41

Walk-in Traffic (Attachment E): Walk-in traffic recorded for all stores this quarter totaled 65,795 entries, a decrease of 40 percent when compared to the same period in FY 2013/14 (99,968 entries). This decrease is because no walk-in traffic data was available from the Puente Hills Transit Store in September and October. The people counters previously used for the Puente Hills Transit Store are not compatible with the new store configuration. These people counters are in the process of being replaced with more reliable and accurate devices that use newer technology. When comparing walk-in traffic at stores other than the Puente Hills location, traffic is has increased from the report last provided in September 2015 by 16 percent. Staff will continue to monitor the fluctuations to identify any developing trends.

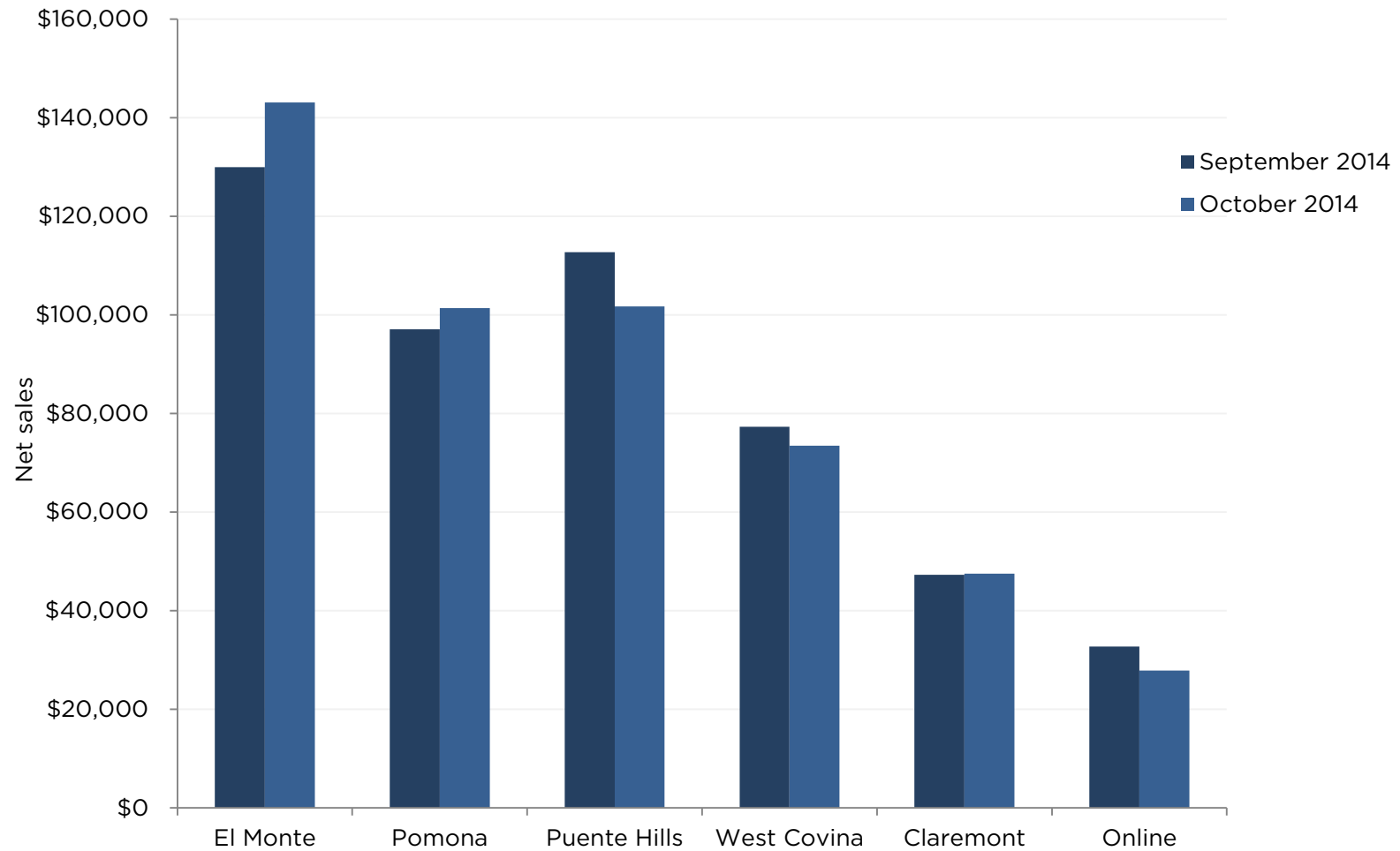
Sincerely,

LaShawn King Gillespie
Director of Customer Service & Operations

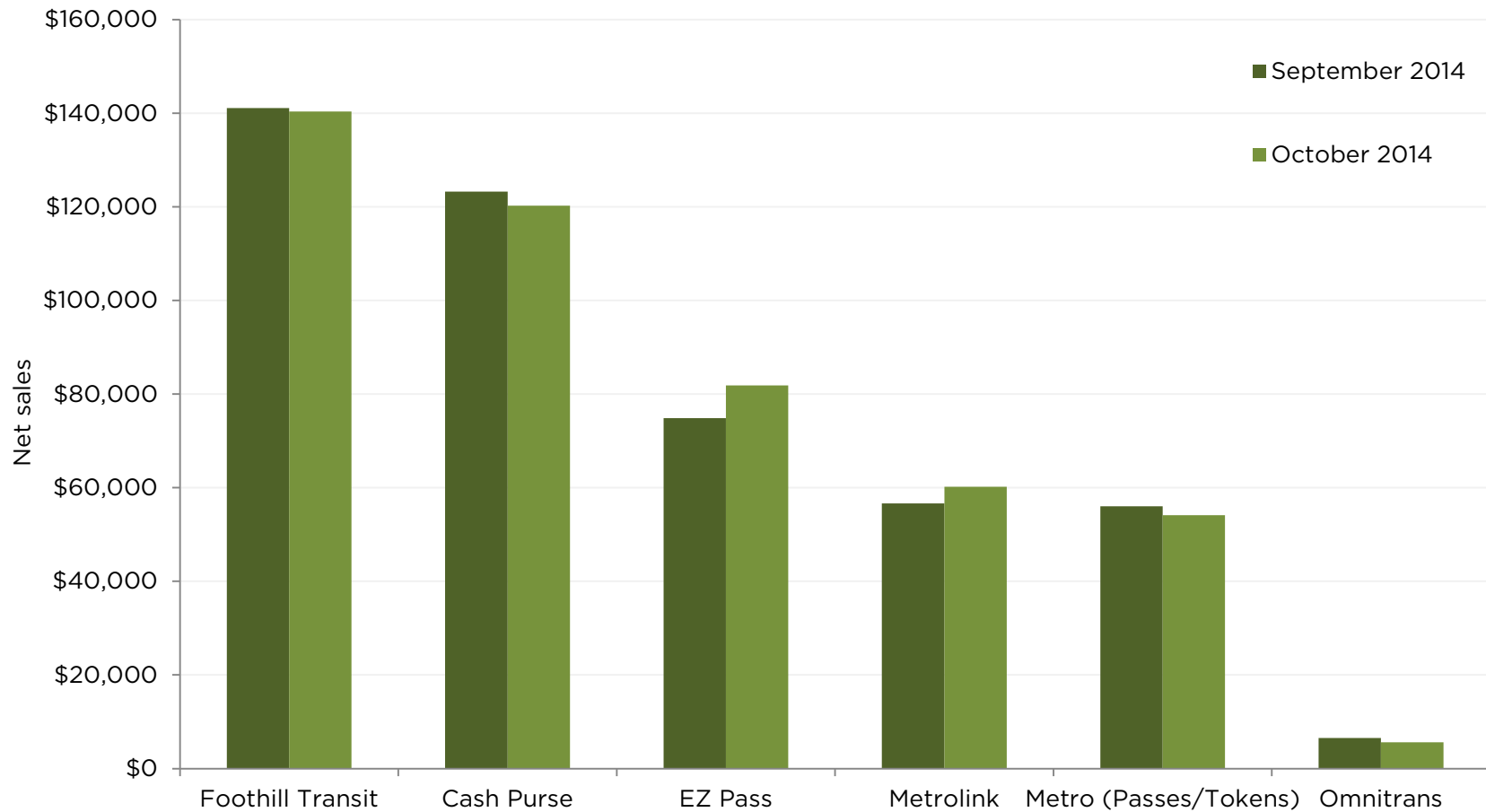
Doran J. Barnes
Executive Director

Attachments

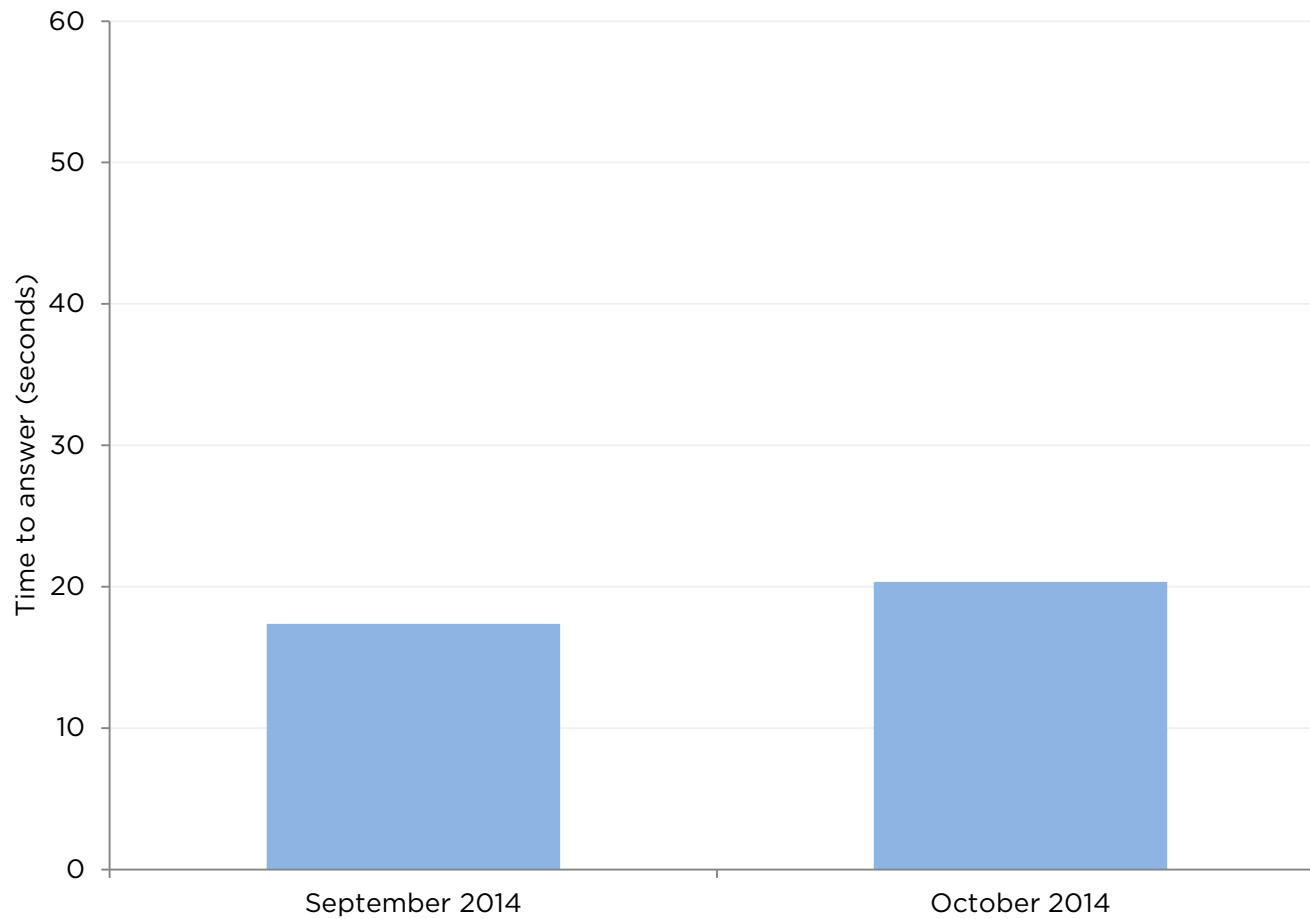
Transit Store Report Sales Trend by Store (September - October 2014)



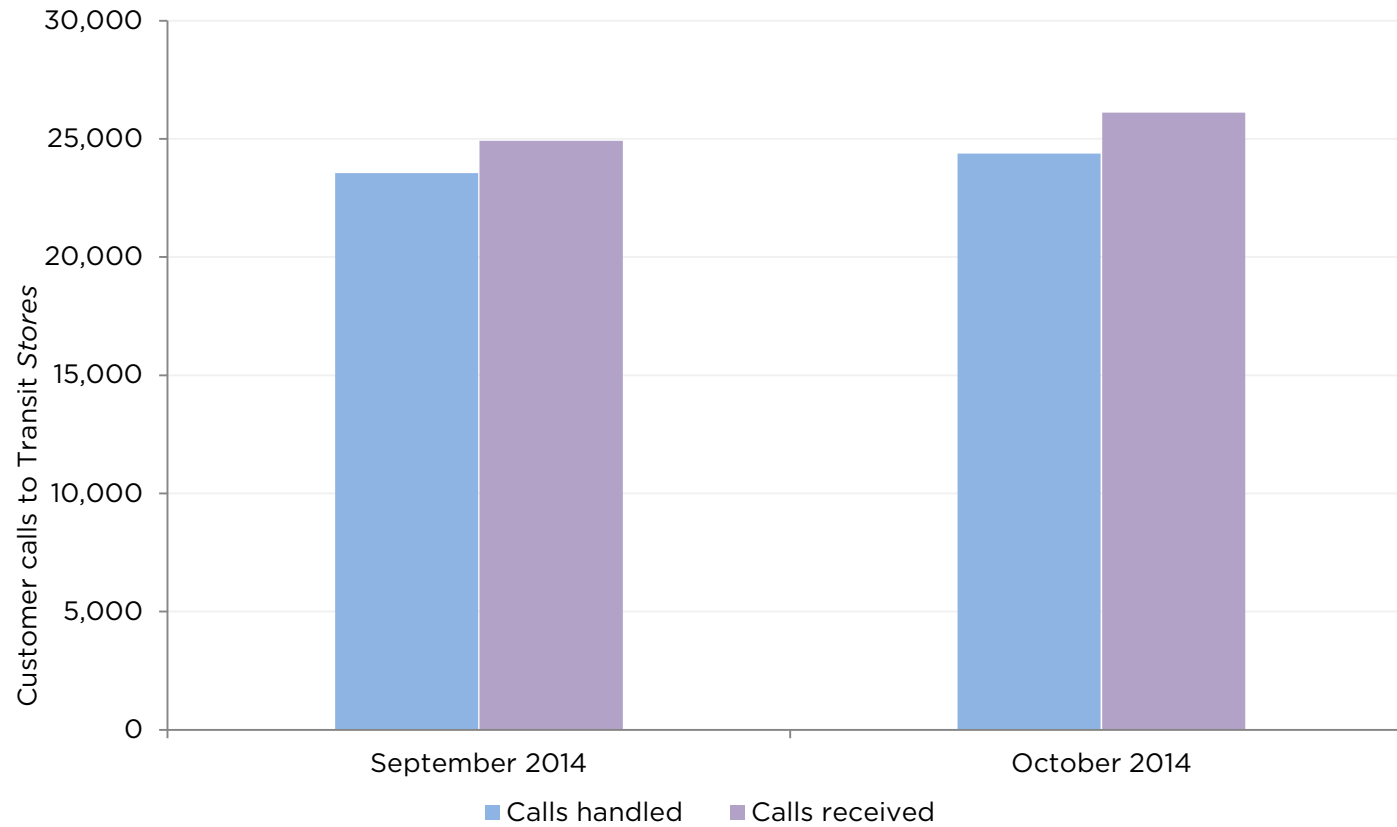
Transit Store Report Sales Trends by Product (September-October 2014)



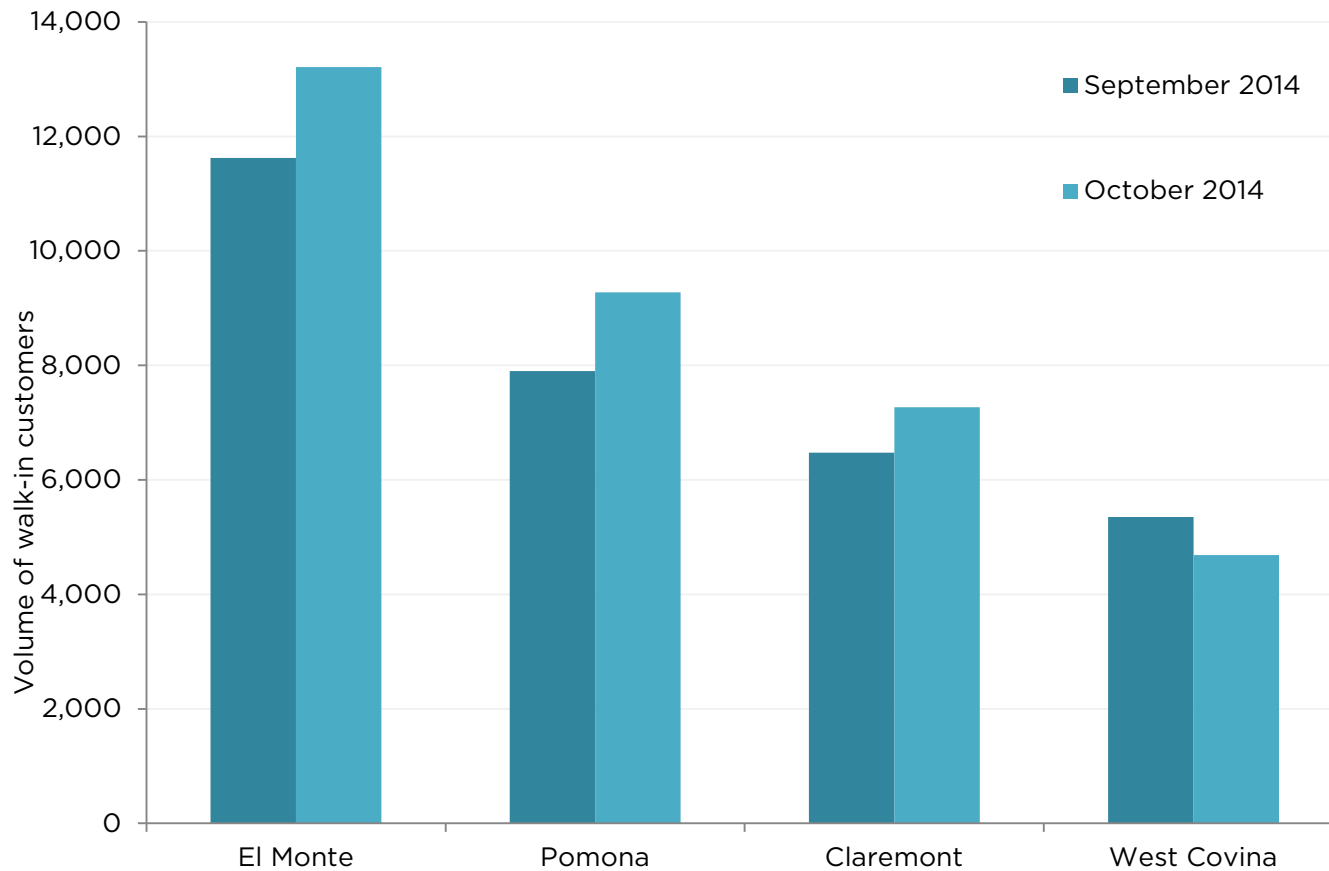
Transit Store Report Average Time to Answer (September - October 2014)



Transit Store Report Total Calls Answered (September - October 2014)



Transit Store Report Total Walk-in Traffic (September-October 2014)¹



¹ Data for Puente Hills location not available due to equipment maintenance.